

# Multiple Sclerosis Society of Ireland **Annual Review 2006**

To enable and empower people affected by MS to live the life of their choice to their fullest potential.



# mission statement

**'To enable and empower people affected by MS to live the life of their choice to their fullest potential'**

## Aims

- to empower people with MS to control their lives and influence their environment
- to allow PwMS to live with dignity while participating in the community
- to provide support for the families and carers of PwMS
- to co-operate with the medical, scientific, social and caring professions
- to promote scientific research into the causes of MS
- to encourage the better management of MS and its symptoms
- to exchange and disseminate information on MS
- to develop an efficient, effective and caring organisation to serve the needs of PwMS

## Services

The Society provides a wide range of services and programmes designed specifically to meet the needs of the MS community and to ensure that the fundamental objectives of the Society are achieved. Key Services:

- 10 professionally staffed Regional Offices
- Living with MS programmes, activities and workshops
- Confidential helpline, 1850 233 233
- Respite Care Centre
- 41 Voluntary Branches, nationwide
- Professional counselling
- Advocacy and lobbying
- Publications and fact sheets
- MSnews magazine and e-newsletter
- Website [www.ms-society.ie](http://www.ms-society.ie)
- Information and research
- National conferences

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MS Ireland is present in **55**  
locations around Ireland

# letter from the chairman

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Dear Member,

It is my pleasure to introduce MS Ireland Board's annual report. This report aims to give you a summary of our ongoing work to provide services and improve the quality of life of people with MS; it focuses in particular on the activities of 2006.

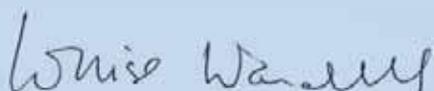
The Society has undergone a period of change with major developments in our senior management team, most notably the resignation last Spring of Chief Executive Graham Love and the appointment in the autumn of Anne Winslow to that position. This was effectively managed to avoid disturbances to our day to day running. We are confident that we are now in a positive position with the best team in place to support the future growth and development of the society.

A strategic plan for the society, produced by the Board in spring 2006 has been further developed by our new Chief Executive and her staff. It is now being finalised, along with a plan for its implementation. Our Care Centre was reopened; we are committed to continuing to provide our members with their own respite care facility and are satisfied that this facility once again meets our high standards. The society presented its first 'stand alone' Pre-Budget Submission to the Irish government as well as giving voice on the lack of neurologists at a subcommittee hearing at the EU parliament. Relations continue to prosper with the European MS Platform and the MS International Federation.

Anne Winslow will work alongside the board to ensure that the continuity and standard of services are maintained and developed. Our constant drive for improvement cannot take place without your support and that of your families and friends; we will be relying on this assistance so that we may all go forward together into a future which is a better place for those with Multiple Sclerosis and their families.

Last year was tinged with sadness with the passing of Irene Brindley, a founding member of the Society and Brendan Kenna a past Chairman of the Society.

I would like to commend the work that has been done by the board, the management team and the staff led by Anne Winslow and also by all of the volunteers on whom we rely so much.



**Louise Wardell**  
Chairman



**Multiple Sclerosis is a disease of the Central Nervous System where the myelin surrounding the nerves becomes damaged and distorts the flow of messages**

# letter from the chief executive

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## 02 Dear Member,

I was delighted to join MS Ireland in September 2006. The warm welcome shown and support given by people has helped to quickly deepen my knowledge of Multiple Sclerosis as a condition, its impact on people and the work of MS Ireland.

MS Ireland has been responding for many years to the needs and expectations of people affected by MS. Part of the ongoing challenge is to achieve equity in both the services delivered by MS Ireland and equal rights and access to treatment, therapies and services provided by the State. In 2006 the Board, staff, members and volunteers worked on delivering a Strategic Plan to guide the work of MS Ireland for the next five years. The measurement of our success always being to ensure that people affected by MS are better off as a result of our actions and endeavours.

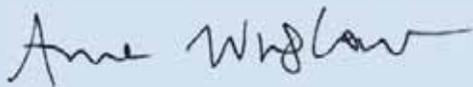
MS Ireland was honoured to be chosen as the 2006 Tesco Ireland Charity of the Year. As the Society relies so much on fundraising to support services this corporate partnership was of significant benefit. Just over €1 Million was raised as a result of the extra ordinary commitment by Tesco staff in cooperation with MS volunteers and staff. The money will be used to deliver a national action research physiotherapy and exercise programme to hundreds of people throughout Ireland.

In 2006 a number of programmes were developed and enhanced. They included the Personal Advocacy Programme in the North East, the revised Tactics Project in the North West and improvements in our Care Centre, Bushy Park. The building work on our new centre 'Tara' in Limerick was completed with the support of the JP McManus fund.

As I look back on the successes of 2006 I am encouraged that 2007 will be marked with many more accomplishments. Our 2007 Convention will be the biggest event ever held by MS Ireland and with the general election scheduled for the Spring, we will have some great opportunities to highlight the concerns of people affected by MS.

We cannot achieve success without your help. We are very grateful to all people with MS, families, staff, volunteers and the range of organisations and professionals who support us.

Working together will be the key to our continued success.



**Anne Winslow**  
Chief Executive



In Ireland, it is estimated that **7000**  
people have MS, with women affected  
twice as often as men

# services: regionals

03

MS Ireland has 10 Regional Offices around the country, providing professional services to the MS Community. Our team of over 40 staff members provide information and support to individuals, families and groups of people living with MS or working with people with MS.

**There are four main elements to our regional services:**

- Case Work
- Counselling
- Information
- Community Work

In 2006 our regional services were in touch with just over 4000 families.



*Sligo Couples Weekend, Summer 2006.*

## Casework

**Casework is a professional one-to-one service offered to individuals or families living with MS. This usually takes the form of a meeting, which gives the client an opportunity to discuss their concerns, ask questions and learn about MS Ireland services. It also allows the Case Worker to assess the needs of the client and recommend a course of action.**

In 2006, over 1000 existing clients were visited by one of our Case Workers. In addition, over 100 newly diagnosed clients were seen and further 92 new contacts were made who have had MS for a period of time but who have never been in contact before.

**In 2006, Case Workers assisted in addressing many issues facing clients**

### Top Five Issues

1. Respite and Accommodation
2. Emotional/Personal development
3. Health and safety
4. Home help/independence
5. Financial welfare and entitlements

In 2006 our Regional Services were in touch with over **4000** families

# services: regionals

## 04 Counselling

**The physical and emotional challenges of MS and the implications on the quality of life can impact significantly on the life experience of people with MS and their families. In order to meet these emotional and psychological challenges MS Ireland offers a counselling service.**

MS Ireland's counselling service is coordinated through the Regional Offices. Professionally qualified, independent, counsellors are employed on a sessional basis by the Society. In 2006, a high number of people benefited from the service.

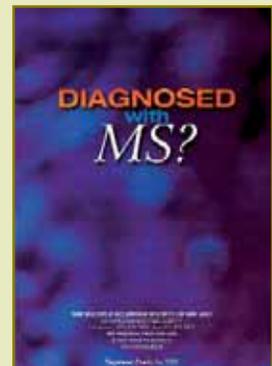
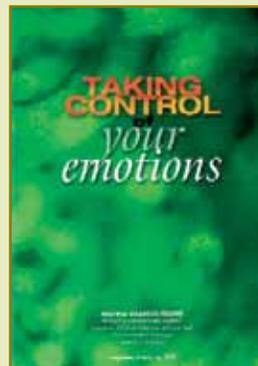


*Talking to a professional can help to meet the emotional challenges some experience when living with MS*

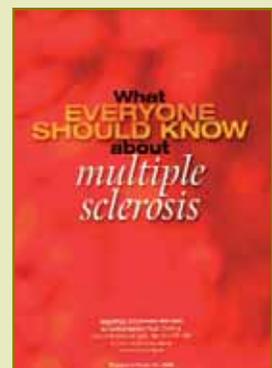
## Information Service

**Each Regional Office disseminates information to a variety of audiences. This ranges from information on the disease itself, treatments, support services, welfare and entitlements and a range of related topics. Information is targeted to a number of different groups including people with MS, health care professionals and the general public.**

In 2006, MS Ireland produced many different communications, including written, verbal and audio-visual. These include a series of booklets and information sheets, tapes and DVDs, presentations and newsletters. Regional Offices also disseminate information from other organisations.



*MS Ireland booklets.  
Full selection available  
from all Regional Offices*



**MS can affect both the motor and sensory nerves affecting movement, touch and sensations**

## Community Work: Living with MS Programmes and Events

**Individual and family support is complemented by the provision of programmes and events for groups of people with MS, their carers, family members and health professionals. These programmes deal with MS and life events and how a person can help their mind and body to adjust to the changes brought on by MS.**

Community Work broadly falls into four categories.

### Support Programmes

These programmes aim to help people share experiences, explore their coping mechanisms and make positive changes to their life in response to a diagnosis of MS.

Programmes included:

- Newly diagnosed
- Teenage carers
- Newly Diagnosed Teens Trip
- Coffee mornings
- Healing Power of Empathy
- 'Then & Now' - 6 months on from Newly Diagnosed Day

### Information and Education

Information and education programmes focus on either the skills of a person or on their ability to access and understand information relating to MS.

Programmes include:

- Information days
- Computer skills
- Communications
- Health Professionals Training
- Public awareness

### Health and Wellbeing Programmes

These programmes address the physical and emotional challenges a person or family with MS faces. Programmes tend to focus on managing symptoms, promoting a healthy lifestyle and emotional well being.

Programmes include:

- Managing fatigue
- Stress management
- Yoga and exercise
- Physiotherapy
- Living Well with MS
- Healing Power of Empathy

### Events

Regional events offer clients the opportunity to explore MS in a way that is more informal and social. Many events consist of days or weekends away that allow participants to learn new things in a relaxed and supportive environment.

Events include:

- Activity break for young children or teenagers
- Spring Fest Weekends
- Couples Break
- Soul Feast
- Caring for Carers Break

## Highlights of 2006

- Completion of building work on 'Tara' centre in Limerick
- The Optomise & Physiotherapy programme in the North East
- The cross border Tactics project was re-established in the North West

**“ My Regional Community Worker has helped me to accept and understand my MS.”**

PERSON WITH MS

# helpline & welfare

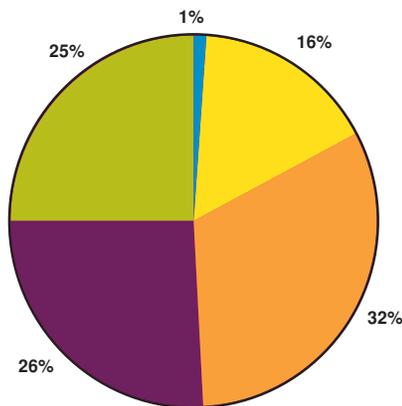
## 06 MS Helpline

The MS Helpline provides information and support on all aspects of living with the condition to people with Multiple Sclerosis, their families, friends and colleagues. The Helpline is staffed by a team of trained professionals who are on hand to talk, or more importantly, listen to anyone concerned about or with MS.

### Helpline Contacts 2006

Contact by People with MS	576
Contact by family member	465
Other (MS Branch/employer/friend)	447
Contact by health care professional	288
Contact by MS Community Worker	24

Volume of contacts  
visit/phone/email/letter **1800**



In 2006 the issues dealt with by the Helpline staff were very diverse. The top five caller issues were:

1. Treatments
2. Research
3. Diagnosis
4. Living with MS
5. Entitlements

## Welfare Service

MS Ireland runs a welfare service to help alleviate some of the financial burdens associated with living with MS.

MS Ireland's welfare service runs on two levels; Branch Welfare and National Welfare. Both work with Regional Service staff to ensure that all statutory and community funding applications have been exhausted before applications to the fund are made. An application process applies.

### Branch Welfare

In 2006, a substantial amount was paid out by each Branch. These grants covered services or items such as transport, respite, fuel and small scale adaptations.

### National Welfare

The National Welfare Committee accepts applications from clients who are unable to obtain funding from all other sources (including Branch welfare) or who need money to fill the shortfall between existing funding and cost.

In 2006, a total of five applications were funded to the value of €27,570. Welfare grants concentrated on two areas:

- Shortfalls in the Disabled Persons Housing Grant
- Part funding towards purchase of wheelchair adapted vehicles

Over **1800** people  
contacted the Helpline in 2006

# care centre

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## MS Care centre

**The MS Care Centre provides short-term respite care and therapy services to people with MS and other neurological conditions. The centre allows the person with MS to relax and avail of services while the carer or family can take a break.**

The Care Centre closed for a period of time in 2006 to facilitate the additional training of staff and the upgrading of procedures and systems. Alternative respite was sourced for clients during the closure.

### **New and improved features and procedures include:**

- Change of admission day to Tuesday
- Appointment of a Clinical Nursing Manager
- Introduction of the EFQM accreditation
- Individual care plans for residents upon arrival

In 2006, 323 clients were welcomed to the Care Centre. Of this number 75% of clients had medium to high dependency levels. A number of themed weeks were run including a Young Person's Week and a number of County Weeks.



*MS Care Centre garden*



*Inside the MS Care Centre*

**320** people stayed  
at the Care Centre in 2006

# national lobbying & collective advocacy

08

**MS Ireland represents the concerns and needs of the national MS community to a variety of policy setters and decision makers. This complements the work of the Regional Offices, where individual issues are addressed. MS Ireland, as the only national organisation working on behalf of people with MS, plays a pivotal role in lobbying for improved services and equity for those living with MS.**

In 2006, MS Ireland established a national agenda of issues to assist in a more focused approach to national advocacy and lobbying. These issues represent the most important concerns of the MS Community.

## Significant Lobbying in 2006

### Pre-Budget Submission

MS Ireland published its first Pre-Budget Submission in October. This document outlined the priorities for the Society regarding Budget 2007. Seven priorities were identified and these were brought to the attention of a number of people and groups, most notably,

- The Joint Oireachtas Committee on Social and Family Affairs.
- Minister for Health, Mary Harney and Junior Minister for Health, Tim O'Malley
- Éamon Ó Cuív, Minister for Community, Rural and Gaeltacht Affairs and Senator Timmy Dooley
- All members of Dail Eireann were circulated

The Submission also generated some media coverage and further raised awareness for our issues.

## Campaign Issues in 2006

### Multiple Sclerosis Ireland Calls on the Government to:

Invest in services and supports for people with Multiple Sclerosis and their families and carers by providing additional resources to address the lack of adequate, timely services for people with Multiple Sclerosis. Progress must be made to deliver critical and essential services.

### Specifically, MS Ireland is seeking:

- An increase in the number of Neurologists and associated multi-disciplinary teams to the recommended EU level of 39, within a three year timeframe, commencing in 2007
- The provision of the required staff and facilities for the delivery of approved treatments on an equitable basis throughout the country
- The introduction of a Cost of Disability payment of €40 per week for all people with MS
- A further significant increase in the Disabled Persons Housing Grant and higher means test threshold.
- The issuing of a medical card to every person diagnosed with MS
- The assurance that the necessary physiotherapy services are made available to people with MS on an equitable basis throughout the country
- A review of the current criteria for drivers' tax concessions, so that anyone diagnosed with Multiple Sclerosis automatically becomes eligible for these rebates.
- Additional personal assistants who can enable people with MS and their families to participate in the community.

**MS Ireland published its first  
Pre-Budget Submission in  
2006**

## European Awareness Day in the European Parliament

The second European MS awareness day took place in the European Parliament in Brussels in November. More than 20 MEPs gave reassurances of their support in the fight to improve the lives of people with MS. Delegates from the national MS societies attended the Parliament Petitions Hearing when two petitions, one from Ireland on behalf of people with MS, were heard. Irish MEPs Prionsias de Rossa, Mairead McGuinness and Kathy Sinnott attended and spoke on the issues that centred on the availability and accessibility of drug treatments.

Chairman Louise Wardell addressed the Hearing and commented on the lack of Irish neurologists, the availability of medical treatments and the need for early and aggressive treatment particularly in the initial stages of diagnosis.



*MS Ireland Chairman meets with Irish MEPs at the European Parliament's Awareness Day. From left to right Mairead McGuinness MEP, Kathy Sinnott MEP, MS Ireland Chairman Louise Wardell and Prionsias de Rossa MEP.*

## Health Services Executive

As one of the main funders of our services, a more concerted effort was made in 2006 to build on the relationships with various Health Boards around the country. MS Ireland's Management Team reviewed the funding and interaction between the Society and the Health Services Executive (HSE). This review resulted in a series of meetings nationally, regionally and locally. These meetings aim to develop our services in collaboration with the HSE.



## Collective Lobbying – Representative Bodies

Chief Executive of MS Ireland, Anne Winslow was appointed to the Boards of two representative bodies in 2006; the Neurological Alliance of Ireland and the Disability Federation of Ireland. MS Ireland has and will continue to contribute to the work of these organisations while benefiting from their collective strength. There are many common issues which can be addressed through social policy and national lobbying.

**“Without a cure for MS it is so important that services maintain or improve the quality of life for someone like my Dad”**

FAMILY MEMBER OF SOMEONE WITH MS

# branches & membership

## 10 Membership

The membership of the Society at the end of 2006 stood at 5549. MS Ireland continues to encourage people with MS, their families, supporters and health professionals to join the Society.

### Membership Facilitates

- **Access** to services, information and resources
- **Support** from professional staff and voluntary Branches
- **Influence** the government through lobbying and campaigning
- **Vote** on the aims and priorities for MS Ireland and the Board membership
- **Receive** complimentary copies of MSNews



Lyncare donated a Motomed to the Clare Branch which was made available to members in the Ennis Leisure Centre

## Branch Network

The vast majority of our members are linked to the Branch Network. The Branch network is a vibrant and important section of the Society offering services to members in their own local communities.

The work of the Branches in 2006 can be broken into four general areas.

- Services
- Social
- Welfare
- Fundraising

### Services

In 2006, many Branches funded and/or organised services that directly affected the quality of life of the person and family living with MS. These programmes and services complement the services of the professional Regional Offices.

Services include:

- Physical Therapy programmes
- Home help and respite funding
- Self help groups
- Visiting service

In 2006 **€1.7** million  
was raised by our 41 Branches

## Social

One of the most important roles of the Branch is to provide opportunities for members to socialise and relax. In 2006, many Branches organised holidays and pilgrimages specially designed for people with limited mobility. Day trips, nights out and fundraising events are other highlights of Branch social activity.



The West Dublin Branch paid tribute to past Chairman Brendan Kenna by renaming the Branch The Brendan Kenna West Dublin Branch. From left to right, Imelda Connolly, Michael Monaghan, Michael Fox and Sarah Kenna

## Fundraising

All Branches are financially independent and therefore their services are funded by a variety of fundraising events. In 2006, a total of €1.7 million was raised by our 41 Branches. Fundraising activities included:

- Church Gate collections
- Flag days
- Christmas cards and stars
- Sponsored runs, swims and cycles
- Sales of work, quizzes, race nights and other events
- Donations

## Welfare

Every branch of the Society offers a confidential welfare service to help meet the often hidden financial costs of living with MS. Welfare grants are approved on a needs basis in consultation with the local Regional Office.

## 2006 Branch Highlights

- The position of a Branch Liaison Officer was established to inform, enable and support branch members in their roles and work
- The Tuam Branch was re-established in Galway
- The West Dublin Branch was renamed the Brendan Kenna West Dublin Branch in honour of the recently deceased Brendan Kenna, former Chairman of the branch.
- The Malin to Mizen Bike ride was organised by the Cork City Branch and the local Garda BMW Club. The event raised over €42,000, the single biggest fundraiser of any branch in 2006



The Cork city Branch and the local Garda BMW club, together raised over €42,000

**32:** The average age of onset of MS.  
When a person is usually focusing  
on career and family.

# information & communication

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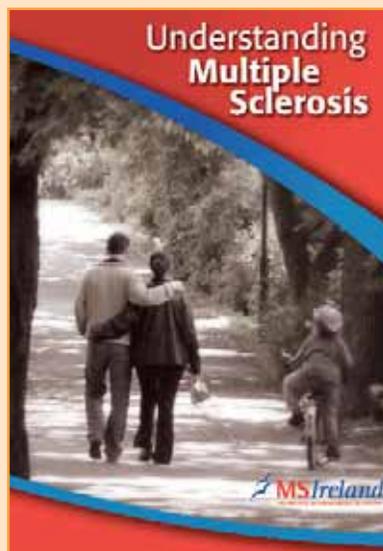
**The provision of information is a key service of the Society, most often identified by individuals and families as a very important service in terms of living with MS. MS Ireland uses a number of communications tools to present information. From booklets to the website, information is provided to a range of audiences.**

The new Communications Department was established at the end of 2005 and developed significantly in 2006.

## Key Developments in 2006

### DVD – Understanding Multiple Sclerosis

MS Ireland produced this DVD in February primarily as a fundraising tool. It gives people an introduction to MS and MS Ireland and looks at different aspects of MS, including treatments available and services of MS Ireland.



MS DVD

### eNews

MS Ireland's electronic newsletter was launched in the latter stages of 2006. Linked to the website, the eNews provides fast and efficient information to anyone wishing to keep up to date with developments in Multiple Sclerosis and MS Ireland.



### Carers Survey

In 2006, MS Ireland conducted a carers survey to access the opinions and needs of the those who care for someone with MS. The survey looked at many issues including the number of hours a person spend caring, the level of care provided, attitudes to caring and priorities for the carer in service provision. The results to the survey will help MS Ireland develop services. They will also provide support in the MS Ireland national advocacy and lobbying programme into 2007.

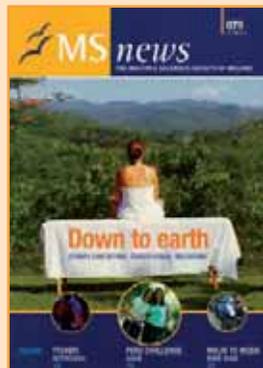
**904** people visited  
the website every day in 2006

## MSnews

MSnews, MS Ireland's chief printed communication tool, was published three times in 2006. The revamp was well received with further developments enhancing the 2006 publications. These included the introduction of a cover story, focusing on one particular issue, and the use of case studies in many stories. Following a suggestion from Council, matt paper was introduced in printing.



MSnews magazine



## Media and Public Relations

In 2006, MS Ireland initiated and capitalised on many media opportunities.

Significant 2006 news stories included:

- Stem cell therapy
- Tysabri developments
- Pre-Budget Submission
- Fundraising campaigns
- Neurological services

National Office coordinates all national media stories while Branches contribute by promoting activities through local press.

## Spokespeople

MS Ireland actively used its spokespeople database in 2006. Spokespeople are people living with or working with people with MS who speak to the media of their experiences. Spokespeople played a significant role in the public relations aspect of communications, participating in many radio and press interviews throughout the year.

## Website

www.ms-society.ie continues to be our most used communication tool, with an average of 904 visitors per day in 2006. The website is updated daily and presents the latest developments in MS and MS Ireland.

## Publications & Resources

MS Ireland published a number of publications and resources in 2006 which enhance and complement existing communications tools. These included a new membership form, glossy folder, 2005 Annual Review, Pre-Budget Submission and an AGM Pack.



MS Annual Report 2005

**There is no one diagnostic test for MS.**

**3** principal tools are used.

# partnership & support

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**MS Ireland relies on the support of many different organisations in the provision of services to the MS community and the development of MS Ireland as an organisation. It is through these partnerships and mutual cooperation that services are provided in a way that meets the needs of clients while being financially viable and adequately resourced.**

## Significant Partnerships in 2006

### Health Services Executive

MS Ireland works with the HSE to ensure the provision and development of appropriate services for people and families living with MS. In 2006, approximately 60% of our overall funding came from the HSE, financing some of our regional and national services.

### Pobal

The North East Region benefited greatly in 2006 from a partnership with Pobal, a not-for-profit organisation that manages programmes for the Irish Government and the EU. The Independent Advocate Programme in the North East was established to meet the needs of clients in the region. The programme is a free, confidential, independent and impartial service that assists clients to address issues affecting their quality of life.

### Peace II Programme

Funds from the European Union PEACE II Programme helped to re-establish the Tactics project, which addresses client needs in the border counties (North/North West). Run from the North West Regional Office, the tactics project was re-established in late 2006 after a break in funding since 2005. The programme organised information days, support groups and events in Donegal, Derry, Fermanagh, Sligo, Tyrone and Leitrim.

### FÁS

As Ireland's national training and education body, FÁS has worked with MS Ireland for a number of years in establishing Community Employment Schemes that supplement existing work in various MS Ireland locations. In 2006, five Community Employment Schemes ran in four Regional Offices and our Care Centre.

### European Multiple Sclerosis Platform (EMSP)

EMSP works with European MS organisations in three key areas; lobbying and awareness, facilitating projects and providing information. MS Ireland is highly involved in EMSP working with the organisation and other MS organisations in the pursuit of common goals.

In 2006, MS Ireland attended and collaborated in many projects with EMSP. These included:

- Annual Congress, focusing on fundraising and marketing
- Work in developing 'The Code of Good Practice in MS'
- Participation in the second MS Awareness day, held in the European Parliament

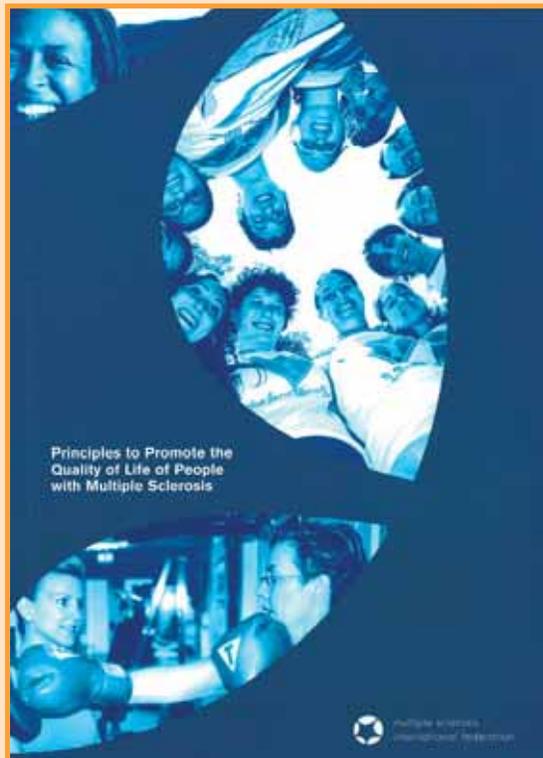
Less than **50%** of our  
funding comes from Health  
Services Executive

### Multiple Sclerosis International Federation (MSIF)

The Multiple Sclerosis International Federation (MSIF) was established as an international body linking the activities of national MS societies around the world.

In 2006, MS Ireland attended and collaborated in many projects with MSIF. These included:

- 'The Principles To Promote the Quality of Life of People with MS' an evidence-based document which outlines the key elements that determine quality of life for people with MS.
- 'The Atlas of MS', a worldwide online database of MS facts and figures.
- MS Ireland approved a donation towards an international research project into paediatric MS



*The Principles To Promote the Quality of Life*

#### Partners and supporters in 2006

There are hundreds and thousands of partners and supporters who contribute to the Society. Ranging from money, facilities, volunteering, fundraising and cooperation at a individual, group, regional and national level, all our partnerships and supports are invaluable in building a Society that meets the needs of the MS community.

#### Thank you to the following groups:

- Community and voluntary organisations
- Disability agencies
- Statutory bodies
- Local Authorities
- Local and national representatives
- Volunteers
- Fundraisers

# research

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**Finding a cure or prevention of MS, adequately managing symptoms and understanding the quality of life implications of MS, are the main objectives of MS research. In 2006 MS Ireland played a significant role in funding Irish research, contributing to international research and disseminating information about developments and breakthroughs.**

## National Research

A dedicated research fund was established with the sale of the Sandymount premises. In 2006, the final allocations from this fund were made.

## Research project status 2006

### Complete:

**Project name:** Endoplasmic reticulum stress as a component of oligodendrocyte degeneration

**Researchers:** Drs Fitzgerald, McQuaid and Mahon, NUI Galway

**Project name:** Fine mapping and assessment of candidate genes for Multiple Sclerosis

**Researchers:** Drs. Graham, Vandenbroeck, Hawkins and Hutchinson Belfast City Hospital and Queens University

### Ongoing:

**Project name:** Treatment of demyelinating disease by transient gene therapy using cytokine expressing Semliki Forest virus vectors

**Researchers:** Prof. G. Atkins and Prof. B. Sheehan, Trinity and UCD

**Project name:** Further studies on the molecular and cellular basis of blood-brain barrier injury in multiple sclerosis; (i) the grey matter and (ii) primary progressive MS.

**Researchers:** Drs Kirk, McQuaid, McDonnell, Queens University Belfast

MS Ireland has always encouraged local research that looks at MS from a regional or issue specific point of view. In 2006, we were delighted to assist a number of students studying in the health related fields. In late 2006, MS Ireland began the research phase of the 'Getting the Balance Right' programme, funded by the Tesco Charity of the Year proceeds. A team from the Physiotherapy Department of the University of Limerick will be our research partners in this programme which will deliver physical therapy classes to local MS communities.

## International Research

In 2006 MS Ireland worked with the European Multiple Sclerosis Platform in the collation of data for the Atlas of MS, an online database looking at MS facts and figures across Europe. Check out [www.atlasofms.org](http://www.atlasofms.org), for findings.

**85-90%** of MS cases start  
with relapsing-remitting symptoms

# business support

The services and resources of MS Ireland are supported by staff working in the business side of the organisation.

## Human Resources

The HR Department of MS Ireland is responsible for all staff related issues such as recruitment, training, entitlements, performance management and employee relations.

**Significant developments in the HR Department in 2006 were:**

- Enhancement of recruitment processes and procedures to meet the expanding requirements for a variety of skilled staff in MS Ireland. Included in this is the successful recruitment for the Tactics Cross Border Scheme and Physiotherapy initiative in the North East.
- Review and development of job descriptions/specifications and terms and conditions of employment to ensure they are up-to-date, in line with current legislation and reflect the roles being carried out by MS Ireland employees

## Information Communication Technology (ICT)

The ICT systems of the Society support the work of MS Ireland through the configuration of a number of servers, networks and systems. This allows the work of MS Ireland to be more accurate and efficient.

In 2006, MS Ireland invested in the upgrade of the ICT systems. This allows complete flexibility of and MS Ireland IT network allowing users to access their email and files from any location with an Internet connection.

## Administration

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The administrative function of the Society is far reaching and supports a number of projects, departments and people.

**In 2006, administrative support centred on:**

- Secretarial support to the Senior Management Team
- Organisation of the Portlaoise Conference
- Organisation of the AGM and associated elements
- Support on projects and events



*Volunteer of the Year, Ann Colfer with Chairman Louise Wardell*



*Deirdre Eustace at home with her award for MS Person of the Year*



*Carer of the year Sarah Chalke with members of her family and staff from the North West Regional Office*

**MS Ireland's Annual Awards recognise the valuable contribution our members make to MS Ireland, their community, and their families.**

# fundraising

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The work of MS Ireland, in providing support and assistance for people with Multiple Sclerosis is only made possible by the valuable support and assistance from a wide range of supporters and fundraisers. In 2006, over 51% of our income came from our range of fundraising activities and events.

## Fundraising Campaign of the Year – Tesco Ireland Charity of the Year

MS Ireland was delighted to be chosen as the 2006 Tesco Charity of the Year. This was the largest corporate fundraising partnership in the history of the Society and raised just over a staggering €1 million. The year was a fantastic success and saw National Office the 41 Branches and all 96 Tesco Ireland stores working together on everything from bag packs to quiz nights. All the money raised from the partnership will go towards developing the nationwide 'Getting the Balance Right' physical therapy programme.



## National Campaigns

### MS READaTHON

The MS READaTHON is a sponsored read carried out annually through national and secondary schools in Ireland. In 2006, €1.2 million was raised by 30,500 students in 703 schools. Specsavers Opticians was the main sponsor with O'Brien Press, Den TV and Easons.



Some of the 2006 award winners pose with author Cecelia Ahern, rugby player Gordon D'Arcy and MS Ireland CE, Anne Winslow.

### MS Walks

Three spectacular walks took place in 2006 with over 150 people taking up the challenge. In June the annual Camino de Santiago walk took place, which is the longest running charity walk in the UK and Ireland. In September the fifth Peru trek took walkers through the Inca Trail up to the Lost City of Machu Picchu. Tanzania was the destination in October. Walkers went through some of the poorest African villages on their travels and donated clothes and gifts to the villagers.

**51%** of MS Ireland's income  
is generated through  
fundraising activities

### Christmas Stars

MS Ireland Christmas Stars were sold at €2 each through local MS Ireland Branches and participating businesses. The Branches made over €49,000 with the equivalent coming to National Office. The Corporate Stars campaign ran alongside the Christmas star campaign. In partnership with Blanchardstown Centre and 25 other companies, MS Ireland erected a Christmas tree in the shopping centre decorated with a star for each company. Companies that supported the initiative included McCann Fitzgerald, Manley Construction and Dublin Airport Authority.



*Rose of Tralee Kathryn Feeney, launches the 'Reach for a Star' campaign*

### Marathons

Hundreds of men and women took to the streets throughout the year in a variety of marathons and runs around the country. Highlights included the 300 people who took part in the Flora Mini Marathon and MS runner, Rosemary Ryan, who won the Cork Mini Marathon in October 2006.

### MS Swim

The annual MS Swim took place in Marian College swimming pool in May. Over 70 swimmers took part with over €15,000 raised.

### Corporate Donations

A wide range of companies continue to support our work. Through once off donations, planned giving and corporate events such as gala dinners and golf classics many companies and their employees give generously to support our services.

In 2006 we were honoured to receive donations of €100,000 from an anonymous donor and €20,000 from Gonzaga College.

### MS Charity Shop

Our charity shop in Bray, Co. Wicklow continues to bring in substantial money for MS Ireland. The shop is run by a team of 25 volunteers and acts as a focal point for the local community.

MS Ireland needs to raise over  
**5** million a year to run services  
 throughout the country

# fundraising

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## Branch Fundraising

To fund local services our 41 Branches organise a range of events and activities. Church gate collections, sponsored walks, raffles and flag days are some of the ways Branches raise their own funds.

### Individual support

Much of our money in 2006 came from private contributions through once off donations, direct debits or legacies.

## 2006 Fundraising Highlights

- MS Ireland received an anonymous bequest of €250,000.
- The Dublin City Fire Brigade produced the eye-catching 'Firemen of Dublin 2007 Calendar', which raised over €35,000 for MS Ireland and generated lots of publicity.
- John Pickering undertook a brave swim of San Francisco bay which raised over €16,000 through fundraising events run by Lisa O'Shea, a person with MS in Dublin.

**MS Ireland continues to need your support and you can help through a wide range of ways.**

## 10 WAYS YOU CAN HELP:

- Committed monthly donation
- Remembering our work in your will
- Taking part in one of our sponsored events such as a walk
- Sponsor a young person to take part in the MS READaTHON
- Buy and wear a Christmas Star
- Donate good quality goods to our shop
- Volunteer with one of our 41 local branches
- Set up payroll giving in your work
- Run in the Mini Marathon
- Become a life member

NB – If you are a taxpayer and have made an annual donation of over €250, MS Ireland can reclaim the tax paid.



Gonzaga College past students raised €20,000 for MS Ireland in 2006.

Sign up today for a direct debit.  
Log onto **[www.ms-society.ie](http://www.ms-society.ie)**  
to make a fast, easy and  
rewarding contribution

# governance

MS Ireland is the only national organisation working for people and families living with Multiple Sclerosis. It is a limited company with charitable status. It is governed by a Board of Directors, which is accountable for the financial dealings and overall execution of the Society's vision. MS Ireland structure enables it to develop as an organisation that continuously meets the needs of the MS Community.

## The Board

MS Ireland is governed by a Board of 19 members. These members have a wide range of experience and skills. Many have MS themselves or are family members of people with MS. Others have long careers in business, social services and other areas. The Board promotes the vision and aims of the Society and charges the Chief Executive to meet these aims through the various departments, services and facilities of the Society.

In 2006, the Board produced the first draft of the strategic plan.



Board members Paul Hogan, left, and William Lonergan were made Honorary Life Members of MS Ireland in June

### 2006/2007 Board members:

- Louise Wardell, Chairman
- Rev. Michael Classon, Deputy Chair
- Mr. Frank Carey
- Mr. Art Cosgrove
- Ms. Jean Croucher
- Mr. Oliver Durkin
- Ms. Chris Fahy
- Ms. Maureen Feeney
- Ms. Liz Fenton
- Dr. Stanley Hawkins
- Mr. Paul P. Hogan
- Ms. Deirdre Dolly
- Mr. William Lonergan
- Mr. Sean Murphy
- Mr. Pat McCann
- Mr. Allen O' Connor
- Ms. Mary Keane
- Mr. Desmond Power
- Mr. Paddy Power

Within the Board there were a number of Sub Committees established. These include:

- The Executive Committee
- The Welfare Committee
- The Finance Committee
- The Research Committee
- The Carers Committee

# governance

## 22 The Council

MS Ireland's Council is a representative body of the voluntary Branch Network. It encourages communication on a range of issues and enhances cooperation between all structures of the Society. In 2006, the council met four times and with the introduction of a Branch Liaison Officer, it is developing as an important link to the general membership.

All Branches are represented in the Council.

### Branches in 2006

Athlone	Limerick
Ballina	Limerick West
Ballinasloe	Louth
Bandon/Kinsale	Longford
Bray	Mayo South
Carlow	Meath
Cavan	Monaghan
Clare	Mullingar
Cork City	Offaly
Cork North West	Roscommon
Donegal	Skib/Bantry
Dublin North	Sligo
Dublin South	Tipperary
Dublin West	Tralee
Dungarvan/Sth Tipp	Tuam
Fermoy	Waterford
Galway	Wexford North
Kerry North	Wexford South
Kerry South	
Kildare	
Kilkenny	
Laois	
Leitrim	

## Management and Staff

Just under 100 people work for MS Ireland on a permanent basis in a number of locations around Ireland. A further 48 people work with MS Ireland in a number of Community Employment Projects. MS Ireland's work is supported by committed volunteers around the country.

### Senior Management Team:

Chief Executive:

Dr. Graham Love (until March 2006)

Ms. Anne Winslow (from September 2006)

Financial Controller:

Mr. Paul Flood

Services Manager:

Ms. Veronica McNamara (until April 2006)

Ms. Olga Estridge (from May 2006)

Human Resource Manager:

Ms. Aoife Kelly

Fundraising Manager:

Mr. Paul Collins

over **150** people work for MS  
Ireland in a full time, part time and  
sessional basis throughout  
the country

THE MULTIPLE SCLEROSIS SOCIETY OF IRELAND  
 CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES  
 FOR THE YEAR ENDED 31 DECEMBER 2006

	<b>Total Funds 2006 €</b>
<b>INCOMING RESOURCES</b>	
<i>Incoming resources from generated Funds:</i>	
<b>Voluntary Income</b>	
- Donations and fundraising	6,235,492
- Research	5,971
- Subscriptions	20,477
<b>Activities for generating funds</b>	
- Trading	81,261
<b>Incoming resources from charitable activities</b>	
Fees received	270,804
Grants and other service contract income	2,920,960
CEP Schemes	615,045
Other income	121,555
<b>Total incoming resources</b>	<u>10,271,565</u>
<b>RESOURCES EXPENDED</b>	
<b>Costs of generating funds</b>	
Costs of generating voluntary income	
- Fundraising	1,391,207
<b>Charitable activities</b>	
- Community Services	2,617,568
- Respite Care Services	1,575,599
- Research	40,315
- CEP Schemes	645,488
- Local MS Services	2,442,976
<b>Other resources expended</b>	
- Trading	56,497
<b>Governance Costs</b>	116,000
<b>Total resources expended</b>	<u>8,885,650</u>
<b>Net Incoming resources</b>	<b>1,385,915</b>
<b>Total funds brought forward at 1 January 2006</b>	<b>5,390,130</b>
<b>Total funds carried forward at 31 December 2006</b>	<u><b>6,776,045</b></u>

over **€1 Million** was raised  
 through the Tesco Ireland Charity  
 of the year programme

## 24 THE MULTIPLE SCLEROSIS SOCIETY OF IRELAND COMPANY BALANCE SHEET AS AT 31 DECEMBER 2006

	<b>2006 €</b>
<b>FIXED ASSETS</b>	
Tangible fixed assets	<u>7,809,201</u>
<b>CURRENT ASSETS</b>	
Stocks	52,209
Debtors	2,237,270
Investments	91,525
Cash at bank and in hand	2,733,229
	<u>5,114,233</u>
<b>CREDITORS:</b> (Amounts falling due within one year)	(1,620,985)
<b>NET CURRENT ASSETS</b>	<u>3,493,248</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>	11,302,449
<b>CREDITORS:</b> (Amounts falling due after more than one year)	(3,446,637)
<b>DEFERRED CREDIT - GOVERNMENT GRANTS</b>	(1,079,767)
<b>NET ASSETS</b>	<u>6,776,045</u>
<b>FUNDED BY:</b>	
Restricted funds	1,107,767
Unrestricted funds	5,668,278
<b>FUNDS</b>	<u>6,776,045</u>

The financial statements were approved by the Board of Directors on 21st May 2007 and signed on its behalf by:

Louise Wardell  
Chairman

Allen O'Connor  
Director

**MS Ireland is a company limited by  
guarantee. The full statutory  
statements for the company dated  
2006 are available from national office**

# contact details & information

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## **National Office**

### **Dublin**

80 Northumberland Road, Dublin 4  
Tel: 01 678 1600, Fax: 01 678 1601  
Helpline: 1850 233 233  
Email: [info@ms-society.ie](mailto:info@ms-society.ie)  
Web: [www.ms-society.ie](http://www.ms-society.ie)

## **MS Shop:**

### **Dublin**

56 Main Street, Bray, Co. Wicklow  
Tel: 01 286 1913

## **MS Care Centre:**

### **Dublin**

65 Bushy Park Road, Rathgar, Dublin 6  
Tel: 01 4906234, Fax: 01 490 6724  
Email: [m scare@ms-society.ie](mailto:m scare@ms-society.ie)

## **Regions:**

### **Eastern Region, East Coast Area**

Unit 10a, The Egan Centre, Dargle Road  
Bray, Co. Wicklow  
Tel: 01 2866800, Fax: 01 272 4110  
Email: [eca@ms-society.ie](mailto:eca@ms-society.ie)

### **Eastern Region, South Western Area**

65 Bushy Park Road, Rathgar, Dublin 6  
Tel: 01 4906234, Fax: 490 6724  
Email: [swa@ms-society.ie](mailto:swa@ms-society.ie)

### **Eastern Region, Northern Area**

65 Bushy Park Road, Rathgar, Dublin 6  
Tel: 01 4906234, Fax: 490 6724  
Email: [na@ms-society.ie](mailto:na@ms-society.ie)

## **South Eastern Region**

Nuncio Road, Off Waterford Road, Kilkenny  
Tel: 056 77 51522, Fax: 056 77 71011  
Email: [southeast@ms-society.ie](mailto:southeast@ms-society.ie)

## **Southern Region – Cork**

North Quay House, Pope's Quay, Cork  
Tel: 021 4300001, Fax: 021 4300533  
Email: [southern@ms-society.ie](mailto:southern@ms-society.ie)

## **Southern Region – Kerry**

The Courtyard House, Fairhill, Killarney, Co. Kerry  
Tel: 064 30851, Fax: 064 38927  
Email: [siobhanl@ms-society.ie](mailto:siobhanl@ms-society.ie)

## **Midlands Region**

Newtown Terrace, Athlone, Co. Westmeath  
Tel: 090 6476353, Fax: 090 64 77466  
Email: [midlands@ms-society.ie](mailto:midlands@ms-society.ie)

## **Mid Western Region**

Tara, St. Nessans Road, Ballykeefe, Limerick  
Tel: 061 335565, Fax: 061 335565  
Email: [midwest@ms-society.ie](mailto:midwest@ms-society.ie)

## **North Eastern Region**

1 Church Street, Carrickmacross, Co. Monaghan  
Tel: 042 9664410, Fax: 042 969 2812  
Email: [northeast@ms-society.ie](mailto:northeast@ms-society.ie)

## **Western Region**

Roxboro House, Raleigh Road, Galway  
Tel: 091 862478, Fax: 091 862511  
Email: [western@ms-society.ie](mailto:western@ms-society.ie)

## **North Western Region**

Unit 6 Rossvie Business Park, Port Road  
Letterkenny, Co. Donegal  
Tel: 074 9125017, Fax: 074 9123044  
Email: [northwest@ms-society.ie](mailto:northwest@ms-society.ie)

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## **Legal and Administrative Information**

**Charity Number:** 5365

**Company Registration Number:** 296 573

**Company's registered Office:**

80 Northumberland Road

**Company Secretary:** Paul Flood

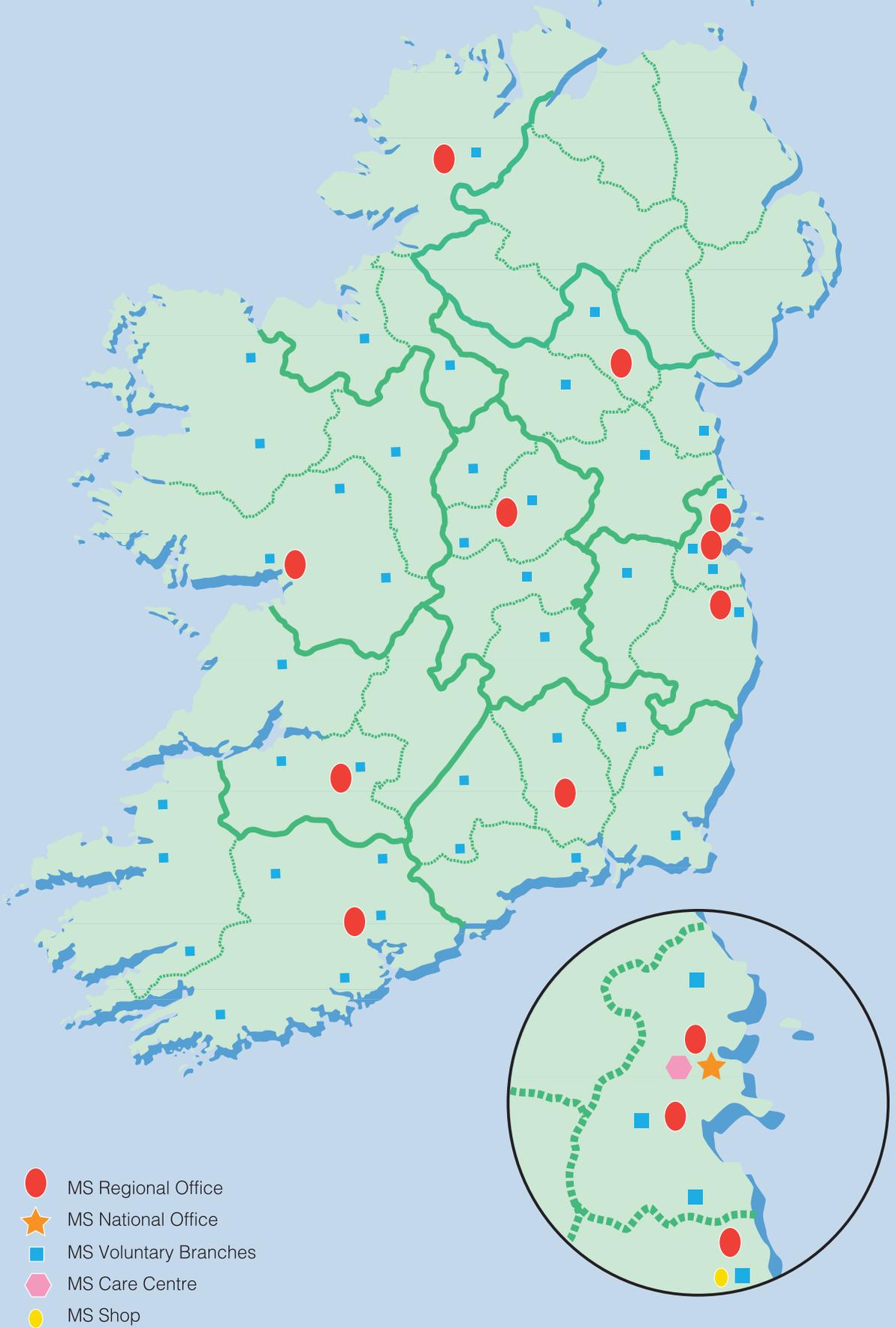
**Company Auditors:** Deloitte and Touche

**Company Bankers:** Bank of Ireland

**Company Insurers:** Glennons

## **MS National Office**

80 Northumberland Rd Dublin 4  
Tel: 01 678 1600, Fax: 01 678 1601  
Helpline: 1850 233 233  
Email: [info@ms-society.ie](mailto:info@ms-society.ie), Web: [www.ms-society.ie](http://www.ms-society.ie)



-  MS Regional Office
-  MS National Office
-  MS Voluntary Branches
-  MS Care Centre
-  MS Shop

To make contact: Call: 01 678 1600  
 Helpline: 1850 233 233  
 Email: [info@ms-society.ie](mailto:info@ms-society.ie)  
[www.ms-society.ie](http://www.ms-society.ie)